

**Amendments to the Claims**

This listing of claims will replace all prior versions and listings of claims in the application:

**Listing of Claims:**

1-19. (Cancelled)

20. (Currently amended) A product container comprising:

a) an elongated sleeve defining an opening at one end thereof, the opening defined by a peripheral edge, the sleeve including a pair of opposed resilient locking tabs extending from the peripheral edge of the opening for releasably engaging an end cap received within the opening, each said locking tab having a width ~~greatly~~ exceeding a height thereof and having at least one pair of parallel edges; and

b) an end cap adapted and configured for reception within the opening of the sleeve, the end cap defining at least a pair of discrete channels therein, each said channel having an outwardly extending rim and a ledge, the outwardly extending rim being adapted to abut the peripheral edge of the opening to limit the extent to which the end cap can extend into the sleeve, the ledge having a ledge face, the ledge face being dimensioned and shaped to fit closely within the sleeve, ~~the outwardly extending rim and the ledge together defining at least one channel therebetween,~~ each said channel receiving at least one said locking tab therein, a given said locking tab releasably engaging a given said ledge of a corresponding said channel ~~an end cap~~ to retain the end cap in the sleeve.

21. (Cancelled)

22. (Currently amended) A product container as recited in Claim 20, wherein the opposed locking tabs are adapted and configured for folding into the sleeve to releasably engage a given said channel of the end cap.

23. (Previously presented) A product container as recited in Claim 20, wherein the sleeve is defined by opposed first and second curved panels.

24. (Previously presented) A product container as recited in Claim 23, wherein the first and second curved panels are connected to one another along lateral edges of the container.

25. (Previously presented) A product container as recited in Claim 24, wherein the first and second curved panels are integrally joined to one another along a first lateral edge of the container.

26. (Previously presented) A product container as recited in Claim 24, wherein the first and second curved panels are affixed to one another along a second lateral edge of the container.

27. (Currently amended) A product container as recited in Claim 20, wherein ~~the~~ the end cap includes a shaped cavity for accommodating a product displayed within the container.

28. (Previously presented) A product container as recited in Claim 27, wherein the shaped cavity extends from the end cap.

29. (Cancelled)

30. (Previously presented) A product container as recited in Claim 28, wherein the shaped cavity has a generally circular cross-section.

31. (Previously presented) A product container as recited in Claim 20, wherein the sleeve defines a second opening at a second end thereof, the second opening defined by a second peripheral edge, and wherein the sleeve includes a second pair of opposed resilient locking tabs extending from the second peripheral edge of the second opening for releasably engaging a second end cap received within the second opening.

32. (Previously presented) A product container as recited in Claim 31, further comprising a second end cap adapted and configured for reception within the second opening of the sleeve.

33. (Currently amended) A product container as recited in Claim 32, wherein the second end cap has an outwardly extending rim and a ledge, the outwardly extending rim and the ledge together defining at least one channel therebetween, each said channel receiving at least one of the second pair of opposed resilient locking tabs tab therein, the outwardly extending rim adapted to abut the peripheral edge of the second opening to limit the extent to which the second end cap can extend into the sleeve.

34. (Previously presented) A product container as recited in Claim 33, wherein the second pair of opposed resilient locking tabs are dimensioned and configured to releasably engage the ledge of the second end cap to retain the second end cap in the sleeve.

35. (Previously presented) A product container as recited in Claim 34, wherein the second end cap includes a shaped cavity for accommodating a product displayed within the container.

36. (Previously presented) A product container as recited in Claim 35, wherein the shaped cavity extends from the second end cap.

37. (Cancelled)

38. (Previously presented) A product container as recited in Claim 35, wherein the shaped cavity of the second end cap has a generally circular cross-section.

39. (Currently amended) A product container as recited in claim 20, wherein ~~a~~ the width of a given said locking tab is more than twice ~~a~~ the height thereof.

40. (Currently amended) A product container as recited in claim 23, wherein the first and second curved panels each have a given convex panel curvature, each said locking tab having a tab curvature corresponding to the panel curvature associated with a given one of the first and second curved panels.

41. (Currently amended) A product container as recited in claim 20, wherein a given said locking tab is either trapezoidal or rectangular in shape.

42. (Currently amended) A product container as recited in claim 20, wherein a given said sleeve has at least one sleeve end and at least one sleeve panel, each said sleeve panel having a single said locking tab associated therewith.

43. (Currently amended) A product container comprising:

- a) an elongated sleeve defining an opening at one end thereof, the opening defined by a peripheral edge, the sleeve including a pair of opposed resilient locking tabs extending from the peripheral edge of the opening for releasably engaging an end cap received within the opening, the sleeve including at least one convex sleeve panel, each said sleeve panel having an associated panel curvature, each said locking tab extending from a given said sleeve panel and having a tab curvature corresponding to the panel curvature; and
- b) an end cap adapted and configured for reception within the opening of the sleeve, the end cap defining a pair of channels therein, each said channel having an outwardly extending rim and a ledge, the outwardly extending rim being adapted to abut the peripheral edge of the opening to limit the extent to which the end cap can extend into the sleeve, the ledge having a ledge face, the ledge face being dimensioned and shaped to fit closely within the sleeve, ~~the outwardly extending rim and the ledge together defining at least one channel therebetween, each said channel receiving a corresponding said at least one~~ locking tab therein, a given said locking tab releasably engaging a given said

ledge of a given said channel ~~an end cap~~ to retain the end cap in the ~~sleeve~~ sleeve.

44. (New) A product container comprising:

- a) an elongated sleeve defining an opening at one end thereof, the opening defined by a peripheral edge, the sleeve including at least a pair of resilient locking tabs extending from the peripheral edge of the opening; and
- b) an end cap adapted and configured for reception within the opening of the sleeve, the end cap defining at least a pair of discrete channels therein, each said channel having an outwardly extending rim and a ledge, each said channel receiving a corresponding said locking tab therein, a given said locking tab releasably engaging a given said ledge of a given said channel to retain the end cap in the sleeve.

45. (New) A product container as recited in claim 45, wherein each said channel either is rectangular in shape or further defines at least one side having the form of a ramp.

46. (New) A product container as recited in claim 45, wherein a given said locking tab is either trapezoidal or rectangular in shape.

47. (New) A product container as recited in claim 45, wherein the outwardly extending rim is adapted to abut the peripheral edge of the opening to limit the extent to which the end cap can extend into the sleeve, the ledge having a ledge face, the ledge face being dimensioned and shaped to fit closely within the sleeve.